

COMPREHENSIVE PLAN

Henninger Media Services, Inc.

Henninger Media Services is proud to have a long-standing relationship with the National Park Service. We have a unique understanding of what the National Park Service requires and how we can deliver, based on our experience working together on several projects. Most recently, we did the full production and post-production of the Interpretive Film and six Audio Visual Exhibits for Mount Rainier National Park, as well as the Orientation Video for San Juan Historic Site. In addition, we have provided the post-production for the following National Park Service programs: Centennial Initiative: The Future of America's National Parks; Homestead National Monument; and Selma to Montgomery National Historic Trail.

Henninger offers an array of high quality services and talent that will satisfy the National Park Service's needs, and we will work to ensure that these needs are met or exceeded. We are fully prepared to handle the planning and production of video and audio programs and ancillary exhibits, including research, treatment, scriptwriting, and all phases of production and post-production.

Planning & Development

Henninger understands what it takes to fully plan, develop and research audiovisual projects of all sizes, subjects and levels of complexity. We begin by preparing an accurate bid that is reflective of the costs associated with each project. Key individuals from every department at Henninger—including production, editorial, audio, color correction, engineering and project management—are involved in creating the bid. This team approach of enlisting the services of our creative, technical, and operational staff from the bid all the way through the final delivery is a critical component in the execution of a successful project.

If we are chosen for the job, we begin immediately to enact the process outlined in the scope of work. For most jobs this requires in-depth research, reading, and pre-interviews. If necessary, we will enlist the help of historians and consultants to help craft a script and production plan, ensuring the authenticity of any information or planned scene.

During pre-production there is constant communication between production team members regarding creative options, direction and the shooting techniques that will be employed. Frequent meetings are held between Producers, the Associate Producer and the Director of Photography, as well as site visits/scouts, equipment tests, and graphic tests.

We acknowledge and understand the importance of delivering our programs on time and within budget. We take great pride in exceeding our clients' expectations in this regard and are focused on this initiative every step of the way—from pre-production/planning to production to post-production.

Production

Once a working script or clear creative direction for a project has been established, preparation for principal photography can begin. This involves mapping out a comprehensive schedule, locating equipment and hiring crews.

Solid pre-production planning does a great deal to ensure smooth shooting days, but in production there are always unexpected occurrences that must be effectively handled to keep the production going. This requires efficient trouble-shooting, and constant creative conferencing in the field. The production team works together at this stage to quickly and efficiently formulate back-up plans in the event of unexpected weather conditions, equipment failure, or a shot that simply does not work as planned. This ensures that downtime is minimized and shooting time is spent getting the best possible shots.

Post-Production

The key to seamless post-production is to plan well and in advance for the rigors of an aggressive post-production schedule. We engage our production and specified post-production team in the planning of our projects to ensure the desired end result. Our expansive in-house production and post-production capabilities ensure that at each step of the way, the team that worked on the earliest stages of the production is able to stay personally involved with the project until the very end.

Throughout post-production, our production staff works with our in-house project managers to stay in constant communication with the editors, graphic designers, colorists and audio engineers who will ultimately bring the client's project to life on the screen. Client reviews are the guiding force for every project that comes through Henninger. It is important that we not only produce films and videos of exceptional quality, but that the final product is precisely what the National Park Service needs.

One key advantage of Henninger as a company is that all the high-end finishing work is done in-house. Under the supervision of producers, project managers, and production managers, there is a team of professionals who have worked together for many years navigating each project seamlessly between all stages of the post-production process.

The post-production process would be as follows:

Once footage has been shot, the rough cut begins in an offline edit suite. Supervised by the Producer at every step of the way, the rough cut is reviewed by the client either remotely or in the edit suite. Changes to the rough cut are made at the client's direction, ultimately resulting in a fine cut. That cut is reviewed and final changes are made and picture lock is achieved. At this point, the project moves through many other departments at Henninger for finishing. Final narration is recorded and combined with picture during the online edit. The script of that final narration and a copy of the video at picture lock are sent for captioning and audio description.

Following the online edit, the project begins sound design and mix in our digital audio department. Our colorists work simultaneously to make the picture look its absolute best, and finally the finished master is turned over to duplication and/or our DVD department to be made into the final deliverables. These deliverables are reviewed by a number of parties to ensure that they meet the client's specifications before delivery.

At the end of each project, the Production team works together to complete the production binder, a process that involves gathering together and organizing paperwork that has accumulated over the life of the project. This includes releases for each person appearing on screen, agreements with freelance talent, and licenses for all material in the finished film coming from a third party such as music or stock footage. In the case of National Park Service projects, we understand that these licenses must give the Park Service rights to these materials worldwide in perpetuity. Once the production binder is finished, a copy goes to the client and a copy remains with Henninger Productions.

Also at the end of each project all sources, work tapes and masters are gathered, organized and placed in our on-site library. Our Production Manager makes sure that all job-related expenses have been accurately recorded and that all invoices pertaining to the job have been received and paid, double-checks the entire job to ensure that the use of all services have been recorded accurately and at the correct rate, and then issues the final invoice to the client.

Facilities

Henninger has the facilities needed to produce the most complex and elaborate programs and services that an agency may require. We currently have a large, full-service facility in Arlington, VA, and a smaller boutique facility in Washington, D.C. Our post-production facilities and talent are second to none in this market. Over the last 25 years, we have built a reputation for excellence by staying at the forefront of video technology and by offering the most comprehensive capability and greatest capacity in the Mid Atlantic area. We support a wide variety of tape formats (including the latest HD formats) through our duplication department. The following is a list of our post-production equipment

- *(12) DS/Symphony Nitris Non-Linear Editing Systems*
- *(5) Apple Final Cut Non-Linear Systems*
- *(5) Avid Media Composer Editing Systems*
- *(7) Euphonix/Nuendo Surround Audio Workstations*
- *(3) ProTools Surround Audio Workstations*
- *(3) Narration Record Suites*
- *(3) Graphic Design Workstations*
- *(4) High Definition/Standard Color Correction Suites*
- *(1) Spirit Telecine Transfer Suite*
- *(2) DVD Sonic Workstations*
- *Full Range of High Definition and Standard Definition Duplication Services*
- *Closed Captioning (High Definition and Standard Definition)*

We do have professional experience in the following programs and applications and will responsible for any and all upgrades::

- *Flash C3 Professional*
- *Photoshop CS3*
- *Dreamweaver CS3*
- *Acrobat 8 Professional*
- *After Effects CS3 Professional*
- *Fireworks CS3*

Engineering

Henninger believes strongly in a smoothly run post-production process. The engineering staff of five full time engineers is supported by a group of more than 70 full-time creative/technical staff that operates hardware and software systems on a daily basis. The engineering staff is integrally involved in all phases of a client's project—from the bid, to the pre-production and planning, to production, to post-production.

Our engineering staff evaluates new technologies and implements them throughout the company. Implementation involves the purchase, installation design, build-out, daily operation and maintenance of hundreds of digital video systems throughout our facilities. Engineering staff participates in industry associations and events, including the Society of Motion Picture and Television Engineers (SMPTE) and the National Association of Broadcasters (NAB). Ongoing training throughout the year has been performed within the company and at factory-authorized training centers. This well-trained technical staff ensures success given even the most complex technical requirements.

Managing Subcontractors

In addition to employing some of the best creative/technical talent in the market, Henninger frequently collaborates with highly qualified freelancers on a sub-contracting basis. We work with people with whom we have an established relationship, or that come highly recommended to us from people we know and trust. We do a thorough check of their past performance, both by reviewing samples of their work and speaking with other production professionals whom they have worked with in the past. We take the same time, dedication, and thoroughness to finding the right freelancer for a specific project as we would to finding the right full-time employee for a job opening.

We write detailed contracts that clearly describe the expectations of our subcontractors and then manage the work being done to ensure that those expectations are met or exceeded. We demand that anyone working on our projects strictly adhere to the company's core values of quality, service, innovation, teamwork, and creativity.

They all acknowledge and take pride in the Henninger brand name—and, more importantly, they acknowledge and take pride in the brand name of our end client.

We demand and expect that everyone working on our projects, whether staff or freelance, remain focused on our primary purpose—to create films and videos of exceptional quality, on time and within budget.

Rights in Data

Henninger agrees that all data produced in performance of the Task Order shall be the sole property of the National Park Service. Henninger will obtain all necessary permits and licenses and for complying with all applicable Federal, State, and Municipal laws. Henninger will not retain or use any material produced under Task Order for self-promotion, except with the written permission of the Contracting Officer.

In terms of copyrights, Henninger will only use data first produced in the performance of the Task Order; or, if it is not first produced in the performance of the Task Order, Henninger will notify the Contracting Officer of such and, if requested, acquire a copyright/license on the behalf of the Government.

Henninger, upon termination or completion of all work under a Task Order, will comply with the agency requirements for disposal. All materials produced or delivered under the Task Order will become and remain the property of the National Park Service.

Henninger agrees that there will be no dissemination or publication, except within and between the Contractor and any subcontractors, of information developed under each separate Task Order or contained in the reports to be furnished pursuant to the Task Order without prior written approval of the Contracting Officer.

Henninger will obtain releases from all persons recognizably photographed or recorded, including guardians or parents of minors employed in the creation or production of any of the services provided for under the Task Order. Henninger's releases will enable it to own free-and-clear the work or contribution of the talent for the period specified in the Task Order. As a prerequisite to completion of a production or increment thereof, Henninger agrees to assign all such releases to the National Park Service. The releases will enable the National Park Service to exhibit the production at any time and through any method of projection or transmission, whether television, radio, still photographs, or otherwise, without limitation.

Henninger shall indemnify the Government and its officers, agents, and employees acting for the Government against any liability, including costs and expenses, incurred as the result of the violation of trade secrets, copyrights, or right of privacy or publicity, arising out of the creation, delivery, publication, or use of any data furnished under this contract or any libelous or other unlawful matter contained in such data.